

CSUSB FOUNDATION

Building a Culture of Philanthropy

EXECUTIVE COMMITTEE MEETING

Tuesday, September 16, 2014 ~ 3-5 p.m.

Pursuant to notice given, the Executive Committee of the CSUSB Philanthropic Foundation convened for a regular meeting at California State University, San Bernardino, 5500 University Parkway, San Bernardino, University Enterprises Board Room, on September 16, 2014

Members Present:

Andy Bodman
Alfredo Barcenas
Mark Edwards
Jim Ferguson
Doug Freer
Ron Fremont
Brian Haynes
Cole Jackson
Tomás Morales
William Stevenson
Samuel Sudhakar
Edward Teyber
Ellen Weisser

Members Absent:

Mark Kaenel
Neale Perkins

Guests Present:

Beth Brenner
Doreen Hatcher
Lisa Iannolo
Crystal Vickery

Welcome

Ellen Weisser called the meeting to order at 3:05 p.m. and welcomed the committee members. Introductions were then made around the table.

Approval of the Executive Committee Minutes – May 29, 2014

The committee reviewed the minutes from the previous executive committee meeting held on May 29, 2014 and were approved as written.

**Motion – Approval of May 29, 2014 Executive Committee Minutes
(Stevenson/Jackson/Unanimous).**

Update on Membership

Ron Fremont reviewed the updated board membership listing with executive committee members and stated that there are now 40 community members and that a majority of our members have paid their board assessment. President Morales inquired what the Executive Committee thought would be an ideal number of members. Ellen Weisser noted that the number would need to be manageable and the people involved will need to be active and involved in all board activities for the board to be successful. Ellen also shared that in her meetings with Ron, they both agreed that keeping individuals who resign from the board involved with the campus was a high priority. Bill Stevenson referenced the Pomona Fairplex board structure as a good example of board management.

Ron Fremont informed the Executive Committee that the Bylaws for the Philanthropic Foundation were currently under review and that he would bring forward revisions on membership to the next meeting.

Ron Fremont also shared that former Board of Directors member, William Anthony, recently passed away. Mr. Anthony was a board member at CSUSB and involved in the Inland Empire community for many years and he will be missed.

Proposed Spending Policy Rate Revision

President Morales shared his concerns with decreasing the current spending rate from 4.5% to 4.0% and that he is very aware of the financial need of our students. However, CSUSB needs to also ensure that the endowment spending policy balances the need for current spending while aiming to support future expenditures in the years to come. After several meetings and reviewing comparative analysis with other universities nation-wide, President Morales stated that he is comfortable with the spending rate changing to 4.0% for the 2015-16 year. The board members agreed that moving forward would be financially prudent and recommended that a formal motion is made to the full board for approval at the next meeting.

Executive Directors Report

Ron Fremont reviewed the philanthropic productivity report and shared our 2013-14 year-end returns of \$5.9 million and our current fundraising totals of \$623,504 as of 9/16/14. Ron commended Beth Brenner, AVP for Development on our stellar fundraising results. Ron also shared that our Development team is now fully staffed and that the upcoming year is looking very promising.

The Pinecones en Provence event hosted by Neale and Patricia Perkins on August 9, 2014 was a huge success and brought in over \$70,000 for student scholarships for residents living in the Rim of the World school district who attend CSUSB. Ron Fremont thanked all of the Board members who were able to attend and support this event. In addition, he stated that the event was such a

success that the Mountain Communities Scholarship Society is eager to host the event again next year and that the date is tentatively set for July 11, 2015. Ellen Weisser encouraged all executive committee members to attend in 2015.

Financial Review

Lisa Iannolo gave a detailed review of the current Philanthropic Foundation financial position. There is currently \$2.3 million in cash on the books and the Executive Committee discussed moving those funds to a CDARS account, PIMCO or LAFE account with quick liquidation. Both Cole Jackson and Bill Stevenson shared that the audit and investment committee also recommended a redistribution of these funds. President Morales suggested that VP Freer meet with VP Fremont, Provost Bodman and Lisa Iannolo to find a solution that will enable us to receive interest on our cash and report back to the group once the funds have been reallocated.

Investment Committee Report

William Stevenson reviewed the latest endowment performance report and indicated that Beacon Pointe recently recommended a change from manager Ell to Voya and this was approved by the Investment Committee. Beacon Pointe is also continuing the discussion of diversifying and moving money into real estate equity. Redwood Financial Group will be meeting with the Investment Committee for a presentation on real estate. Bill Stevenson stated that the investment committee has been very pleased with Beacon Pointe and their philosophy to preserve capital to date.

Alumni Committee

Doreen Hatcher read Mark Kaenel's written update to the committee and announced the CSU Class of 3 Million campaign that will involve all 23 campuses. The celebration is designed to run during the 2014-15 academic year (August through June). The Chancellors Office created an online yearbook for this campaign Classof3Million.calstate.edu. Web and mobile versions of the site will launch on October 1, 2014 with a soft-launch in September for internal audiences (i.e. Alumni Association boards, campus staff who are alumni, etc.). Doreen then announced upcoming regional Alumni Events: Sept. 17: Back to School Night, Washington, DC, Oct. 4: CSU Alumni Reception, Denver, Oct. 30: CSUSB Alumni and Friends Event, San Francisco and the Nov. 3: CSU Alumni Mega Mixer, Hollywood. Doreen then announced that the Alumni Association has received over 200 alumni memberships since the fee was re-implemented in July. A membership campaign will launch when the University Advancement website redesign is completed.

Audit Committee Report

Cole Jackson reported that the 2013-14 annual audit was very successful and that there were no significant findings. He thanked Lisa Iannolo and her staff in Auxiliary Accounting for their hard work and dedication.

Advocacy Committee

Mark Edwards presented the committee with an update on the bills being presented to the Governor. AB1476 legislation on Education budgets and it looks like it might pass and if it does it will add an additional \$50 million to the CSU Budget. AB2324 will allow for a faculty member to serve on the Board of Trustees and AB2721 will allow for a staff member to serve on the Board of Trustees; both bills are pending. SB967 is the "Yes means Yes" bill that relates to sexual assault and student safety. Mark shared that the statistics of sexual assault on university campuses nationwide is staggering, 1 in 4 women who attend college will experience a sexual assault before they graduate. First year female students are especially vulnerable during their first few weeks at college. No university is immune to this issue. President Morales stated that CSUSB is very concerned for the safety of our students and is currently hiring a Title IV Director and recently hired a Threat Assessment Director. Ellen Weisser, Cole Jackson, Jim Ferguson & Bill Stevenson all shared their concerns for female student safety and all suggested that education about alcohol and prevention be provided. New ASI President, Alfredo Barcenas announced that ASI will be focusing on these issues this year and that safety of our students is essential. Mark Edwards then gave an update on the political races that are occurring in our district.


September 18 BOD Meeting Agenda & 2014-15 Meeting Dates

Ron Fremont shared the BOD Agenda for the meeting on Thursday, September 18 and it was recommended that Lisa Iannolo present her detailed report to the full board. The 2014-15 meeting dates were also shared and our holiday meeting will be held in Redlands at the Mitten Building and we will be back in the desert in March 2015.

Notable Events

Ron encouraged all board members to attend several upcoming events: 1) 19th Annual Dave Stockton Coyote Classic on Monday, November 17 at the Arrowhead Country Club, 2) Spirit of the Entrepreneur on Thursday, November 13 at the Riverside Convention Center, 3) The Inaugural President's Showcase on Saturday, Feb 7 at the Coussoulis Arena on campus, and 4) PDC Golf Tournament on Monday, April 13 at Stone Eagle Country Club.

Meeting was adjourned at 4:46 p.m.

Approved:  Date: March 26, 2015
James Ferguson, Secretary
CSUSB Philanthropic Foundation